



▶ **INDUSTRY NEWS:**
CALENDAR AIMS TO RAISE
PRO-LOCALIZATION CON-
SCIOUSNESS.....1

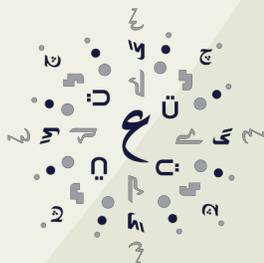


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Future Trans

localize to the Middle East & Africa

WE SPEAK ONE LANGUAGE

Microsoft voice translation futuristic, like Star Trek's Universal Translator: Video

One of the fantasies of the geek generation is the ability to translate a speech in one language instantly into another language. Such a device has been a standard part of science fiction. So when someone speaks to you, what you hear is not the words in his own language but in yours. Then you say something in your language, and the other guy hears it in his language.

It is one of the coolest technologies to populate the sci-fi world, not be mention one that could be incredibly useful. Now Microsoft has taken a big step towards making such a device a reality. On the 25th of October Microsoft's chief research officer Rick Rashid showed off a proto type version of a device that could translate spoken English into spoken Chinese in real time. Yes, that is right. The device makes the translation as you speak.

"In the realm of natural user interfaces, the single most important one – yet also one of the most difficult for computers – is that of human speech," wrote Rashid,

explaining the idea. The process is based on a decade long research and making machines that could understand human speech, whatever the language.

Microsoft is not alone is working on live translation. AT&T had previously demoeed a live translation of Spanish and English, and Google is known to be working on its own solution on of live translation. However Microsoft has a trick up its sleeve that its competitors currently don't have: its device makes the translation in the same voice as the one from which it is translating.

"In the realm of natural user interfaces, the single most important one – yet also one of the most difficult for computers – is that of human speech," wrote Rashid, explaining the idea.

Read More..

<http://nvonews.com/2012/11/11/microsoft-voice-translation-futuristic-like-star-treks-universal-translator-video/>



DID YOU KNOW?

Future Trans delivers [translation](#) in all of Middle Eastern and African languages and on top of the list "[Arabic translation](#)". Topping a wonderful 17 years of hard work in translation market **Future Trans** celebrates a record portfolio of Arabization projects. Our satisfied clients always told us that our "[Arabic translation](#)" quality is far better than those "[Arabic translation](#)" they used to get from previous vendors. Arabization does not stand for "[Arabic translation](#)" but rather for the complete know-how of turning a successful non-Arabic product into a successful Arabic one"



Let's have a Coffee Break!

Top 10 Tips to Save Money on Software Localization



1. **Evaluate your code's capacity to handle varying styles of user input across your target regions.** Internationalization testing before true localization begins can uncover potentially serious language-related problems prior to runtime. Some of the most common stumbling blocks include differing date, time, and number formats as well as variations in names and addresses. An internal audit of your code far in advance of a full-blown localization project will prevent costly and frustrating mistakes down the line.

2. **Determine if your systems are flexible enough to handle language-specific information such as double-byte and accented characters.** Through a process of "pseudolocalization" you may quickly discover the localization readiness of your CMS, application files, or runtime environment. Advance knowledge of how well these systems inherently parse and display your localized content will prepare your team for changes. It's easier on your budget if you understand the resources required to solve

these challenges ahead of time.

3. **Consolidate and organize your content.** First, freeze your English code (as much as possible without causing development delays). Second, standardize your file formats in as few files as possible. Third, sync your handoffs for translation with your dev team's projected release schedule. Project costs rise when your localization agency must take additional time to identify your strings, integrate new content into a work-in-progress, and extend QA testing to accommodate "late in the game" updates. Content organization lowers overhead and increases quality by clarifying scope and reducing the total time your localization team spends on the job.

4. **Only localize for end users.** Don't assume that localization is an "all or none" situation when it comes to your code. To save time and money, include only relevant user-facing code for translation. Do not include admin code that your target users will likely never see, unless

you have in-country admins who will need to access it. (This is also an excellent time to consider if you'll need language localization for admins. There may be simple ways to change your back-end processes to eliminate the extra expense.)

5. **Avoid the "roll your own" mentality when it comes to platforms.** Developing or choosing a proprietary platform means you'll shoulder a greater burden when it comes to international support. It follows that mainstream software development platforms with an existing international audience will have superior international support. When your platform plays nicer off the shelf with a wide variety of languages, you'll realize significant software localization savings.

Read More...

<http://www.acclaro.com/newsletter/save-money-software-localization>

MEET THE TEAM



Gelan Omar

Gelan was graduate from from Faculty of commerce Cairo University.

She joined [Future Trans](#) in Aug 2010 to work as a Project Coordinator to be promoted only after 18 months in Feb 2012 to become a Project Manager.

Gelan's major efforts and loyalty to work made her clients trust her and relay on her in every task even the most urgent ones. Gelan is currently handling more than 15 accounts.

Gelan! your hard work and loyalty makes you a reliable family member and an asset to our company. Keep up the good work!



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